

# **Mornington Peninsula Masters Swimming Club (MPMSC)**

## **Social Media Policy**

### **Definitions**

Club member – a current financial member of the club

Club representative – a current financial member of the club who is authorised to publically represent the club in an official capacity (i.e. committee members, members responsible for club social media channels, etc.)

Electronic communications – any transfer of, media, data, or information online that may be associated, linked, or affect the club.

Social media – specific online mediums or platforms that can be used to facilitate electronic communications.

### **Purpose**

Social media (eg Facebook, Instagram and Stacks TeamApp) offers the opportunity for people and organisations to communicate online by creating, sharing or consuming content (via posts) that has the potential to circulate on a local or national channel. As a member-based organisation, Mornington Peninsula Masters Swimming Club (MPMSC) recognises the benefits of social media as an important tool of engagement and enrichment for its members and the community.

It is important that MPMSC's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with MPMSC, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with MPMSC values and policies.

Within Masters Swimming social media will be used to externally promote swimming and our club thereby increasing community engagement and membership interest. Internal communication within the club is via other methods, however Stacks TeamApp is sometimes used.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by MPMSC members where the member makes no reference to MPMSC or related issues.

## Scope

This policy covers all forms of social media and applies to all Mornington Peninsula Masters Swimming Club Members. It does not apply to personal use of social media websites when the member:

- Is not identifiable as a member of the MPMSC
- Makes no reference to the MPMSC or issues relating to the Mornington Peninsula Masters Swimming Club.

The intent for this policy is to include:

*“Anything you do online where you share information that might impact upon your fellow members, Mornington Peninsula Masters Swimming Club or the reputation of Masters Victoria and Masters Australia”*

## Guiding Principles

1. When any individual identifies their association with the MPMSC they are expected to behave appropriately, in ways that are consistent with the Club's values.
2. The web is not anonymous. Users of social media websites should assume that any comments made by them will be able to be traced back to them as individuals or to the organisation in general.
3. Due to the unique nature of Masters Swimming, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, members need to make a clear distinction between their activities as a member and their personal activities undertaken outside of Masters Swimming.
4. Honesty is always the best policy. Think of the web as a permanent record of activities and act with integrity at all times.
5. MPMSC social media platforms are to be used solely for the promotion of club events to the public, membership opportunities, individual and club achievements, and similar purposes where the intent is to promote Mornington Peninsula Masters Swimming Club and its goings on.
6. The following principles must be followed for the posting of content on the MPMSC Private Facebook page:
  - Coaching content must only be posted by the Club Coach.
  - Social events and any content regarding club social activities must only be posted by the Social Co-ordinator or Social Media Officer.
  - Information regarding available competitions and entries (pool and open water) to be posted by the Club Captain.
  - Results from competitions to be drafted by either the Club Captain or Club Recorder (whoever is present at the event) and submitted to the MPMSC Social Media Messenger Chat Group for verification prior to posting by the Social Media Officer.

7. Content for the MPMSC Public Social Media platforms must be approved via the MPMSC Social Media Messenger Chat Group prior to publication by the Social Media Officer.
8. MPMSC Stacks TeamApp is only available to MPMSC members. Any member can post appropriate content on this platform.

### **Usage as a club member**

All members when interacting using social media should follow the above guiding principles. Examples of inappropriate usage out of step with the guiding principles includes, but is not limited to:

- Posts containing or linking to libellous, defamatory or harassing content, even by way of example, illustration or nicknames
- Posts containing or linking to pornographic or indecent content, alongside political propaganda or content
- Posts that are confidential MPMSC, our affiliates, partners or sponsors
- Posts that may bring the club into disrepute

Members may not use the MPMSC brand to endorse or promote any product, opinion, cause. Members must be clear when posting on social media that all opinion belongs to that member, and does not represent the views of Mornington Peninsula Masters Swimming Club.

### **Usage as a club representative**

Authorised club representatives communicating through social media on behalf of the club are expected to abide by the same policies in place for all club members.

Furthermore, it is expected that authorised club representatives:

- Ensure the appropriate committee approval has been obtained before implementing a new communication channel/medium for official club usage
- Represent MPMSC, and Masters Swimming brand identities in an appropriate way, that is aligned with the brand values
- Do not express any personal opinions/views or political content, promoting personal projects
- Only allow current financial members access to internal communications channels
- Do not replicate content that is only relevant for member communication channels on the club's public communication channels (e.g. posting swim meet results, training session information, ect). Information relevant to both members and the general public - eg Club Swim Meet, Social Function - can be suitably replicated on public communication channels)
- Obtain the appropriate permissions and consent before publishing any third-party images or any brand trademarks
- Market the club and its offerings on public communication channels by sharing 'experiences' and 'moments' at the club rather than 'selling a product'
- Interact on social media in a professional manner that parallels the club's values.

## **Consideration towards other members when using Social Networking sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. It may not be appropriate to share club related information in this way.

Members should be considerate to other club members in such circumstance and should not post information when they have been asked not to. They should also remove information about a member if that member asks them to do so.

Under no circumstance should offensive comments be made about fellow MPMSC members online. This amounts to cyber-bullying and will be deemed a disciplinary offence.

- A member is visibly identifiable in the photo or media, consent is covered by annual MPMSC member registration, unless that member has requested in writing that their image not be used
- A non-member is visibly identifiable in the photo or media, specific consent must be gained before publishing the photo or media

## **Friends and Connections**

Members should use their own best judgment in deciding whether and on what level to connect with other members on social networks.

Social media platforms will only be accessible by club nominated administrators for posting content. These administrators are responsible for maintaining the platforms, providing regular content/posts and monitoring for any issues with posts and feedback.

## **Breach of Policy**

A breach of this policy may result in disciplinary action from MPMSC. Such actions could include, but is not limited to, suspension or even termination of membership.

## **Consultation or Advice**

If you are unsure as to your rights, liabilities or actions online and you would like some clarification, please discuss with our Member Protection Officer.

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Committee Accepted:

Review Date: